From the INTERNATIONAL SEARCHING AUTHORITY				
To: MICHAEL J. MALLIE BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP 12400 WILSHIRE BOULEVARD 7TH FLOOR LOS ANGELES CA 90025	PCT NOTIFICATION OF TRANSMITTAL OF THE INTERNATIONAL SEARCH REPORT			
·	OR THE DECLARATION			
	(PCT Rule 44.1)			
	Date of Mailing (day/month/year) 09 12 202			
Applicant's or agent's file reference	FOR FURTHER ACTION See paragraphs 1 and 4 below			
+688.P021PCT				
International application No.	International filing date (day/month/year)			
PCT/US01/11666	09 APRIL 2001			
Applicant ISURFTV				
	al search report has been established and is transmitted herewith.			
Filing of amendments and statement under Article 19: The applicant is entitled, if he so wishes, to amend the claims of the international application (see Rule 46):				
When? The time limit for filing such amendments is normally 2 months from the date of transmittal of the international search report; however, for more details, see the notes on the accompanying sheet.				
Where? Directly to the International Bureau of WIPO 34, chemin des Colombettes 1211 Geneva 20, Switzerland Facsimile No.: (41-22) 740.14.35				
For more detailed instructions, see the notes on the accompanying sheet.				
The applicant is hereby notified that no international search report will be established and that the declaration under Article 17(2)(a) to that effect is transmitted herewith.				
5. With regard to the protest against payment of (an) additional fee(s) under Rule 40.2, the applicant is notified that:				
the protest together with the decision thereon has been transmitted to the International Bureau together with the applicant's request to forward the texts of both the protest and the decision thereon to the designated Offices.				
no decision has been made yet on the protest; the applicant will be notified as soon as a decision is made.				
4. Further action(s): The applicant is reminded of the following:				
Shortly after 18 months from the priority date, the international application will be published by the International Bureau. If the applicant wishes to avoid or postpone publication, a notice of withdrawal of the international application, or of the priority claim, must reach the International Bureau as provided in rules 90 bis 1 and 90 bis 3, respectively, before the completion of the technical preparations for international publication.				
Within 19 months from the priority date, a demand for international preliminary examination must be filed if the applicant wishes to postpone the entry into the national phase until 30 months from the priority date (in some Offices even later).				
Within 20 months from the priority date, the applicant must perform the prescribed acts for entry into the national phase before all designated Offices which have not been elected in the demand or in a later election within 19 months from the priority date or could not be elected because they are not bound by Chapter II.				
Managed with a day of the day				
Name and mailing address of the ISA/US Commissioner of Palents and Trademarks	Authorized officer			
Box PCT Washington, D.C. 20231	Mai van Tran			
Facsimile No. (703) 305-3230	Telephone No. (703) 308-0000			

Telephone No.

(703) 308-0000

Form PCT/ISA/220 (July 1995)*

(See notes on accompanying sheet)



PCT

INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

International application No. PCT/US01/11666 Applicant ISURFTV	International filing date (day/month/year) 09 APRIL 2001	(Earliest) Priority Date (day/month/year) 13 JUNE 2000
Applicant	09 APRIL 2001	
		1
		<u> </u>
according to Article 18. A copy is be	een prepared by this International Searching Au ing transmitted to the International Bureau.	thority and is transmitted to the applicant
This international search report cons		•
A It is also accompanied by a	copy of each prior art document cited in this	report.
language in which it was file the international search w	the international search was carried out on the b d, unless otherwise indicated under this item. as carried out on the basis of a translation of th	
b. With regard to any nucleotide was carried out on the basis	e and/or amino acid sequence disclosed in the ir	nternational application, the international search
	onal application in written form.	
filed together with the int	ernational application in computer readable for	·m.
	this Authority in written form.	
furnished subsequently to	this Authority in computer readable form.	
	sequently furnished written sequence listing d	oes not go beyond the disclosure in
	nation recorded in computer readable form is iden	ntical to the written sequence listing has been
2. Certain claims were foun	d unscarchable (See Box 1).	
S. Unity of invention is lack	ing (See Box 11).	
4. With regard to the title,	•	
X the text is approved as su	bmitted by the applicant.	
the text has been establish	ed by this Authority to read as follows:	
5. With regard to the abstract,		
the text is approved as su	omitted by the applicant.	
X the text has been establish	ed, according to Rule 38.2(b), by this Authority, within one month from the date of mailing of t	as it appears in his international
6. The figure of the drawings to be	published with the abstract is Figure No. $\frac{g}{2}$	_
as suggested by the applic	ant.	C None of the
X because the applicant failed	d to suggest a figure.	None of the figures.
because this figure better	characterizes the invention.	

Form PCT/ISA/210 (first sheet) (July 1998)*



International application No.
PCT/US01/11666

Box III TEXT OF THE ABSTRACT (Continuation of item 5 of the first sheet)

A system and method for prioritizing the insertion of recorded media 213 into a broadcast stream 202 according to a comparison of priority indicators 240 in the broadcast stream and in the recorded media insertion. The recorded media insertion may be multi-media in nature

	SSIFICATION OF SUBJECT MATTER : H0+N 5/4+5, 7/175; G06F 3/00, 15/00				
US CL	: 725/40, 117; 345/328				
	to International Patent Classification (IPC) or to be LDS SEARCHED	oth national classification and IPC			
	documentation searched (classification system follow	and he classification enmhale)			
U.S. :	725/40, 117; 345/328	ed by classification symbols;			
Documenta searched	ation searched other than minimum documentation	to the extent that such documents are	included in the fields		
	searched				
Electronic	data base consulted during the international search	(name of data base and, where practicabl	le, search terms used)		
		•	-,,		
C. DOCUMENTS CONSIDERED TO BE RELEVANT					
Category•	Citation of document, with indication, where a	appropriate, of the relevant passages	Relevant to claim No.		
X	US 5,414,773 A (HANDELMAN) 09	MAY 1995 col 6 lines 24-	1-6, 9-15, 18, 20-		
	col.7, lines 5-19; col.9, lines 55-col.	10, lines 45; col.7, lines 50-	23, 26-29, 31, 33-		
	col.8, lines 59.	, , , , , , , , , , , , , , , , , , , ,	34		
•					
Y			5, 7, 8, 16,17,		
1		-	19, 24, 25, 30, 32, 35		
			32, 33		
Y	US 5,818,441 A (THROCKMORTO	N et al) 06 OCTOBER 1998;	5, 16, 24, 25, 30		
	Fig.5, col.5, lines 13-30				
Y	US 5,841,563 A (EFFENBERGER)	24 NOVEMBER 1998: col 8	7,8, 17, 19, 32,		
-	lines 33-64; col.5, lines 1-65	24 140 4 LIVIDLIC 1990, COI.O,	7,6, 17, 19, 32, 35		
	1	•			
Further documents are listed in the continuation of Box C. See patent family annex.					
* Special categories of cited documents: "T" later document published after the international filing date or priority					
"A" document defining the general state of the art which is not considered to be of particular relevance to be of particular relevance					
	clier document published on or after the international filing date	"X" document of particular relevance; the	claimed invention cannot be		
"L" doc	cument which may throw doubts on priority claim(s) or which is ed to establish the publication date of another citation or other	considered novel or cannot be consider when the document is taken alone	ed to involve an inventive step		
spec	cial reason (as specified)	"Y" document of particular relevance; the considered to involve an inventive step	when the document is combined		
ED 6:	document referring to an oral disclosure, use, exhibition or other with one or more other such documents, such combination being obvious to a person skilled in the art				
	document published prior to the international filing date but later "&" document member of the same patent family				
Date of the	actual completion of the international search	Date of mailing of the international sea	arch report		
28 JUNE	28 JUNE 2001 0 P JAN 2002				
Name and m	Name and mailing address of the ISA/US Authorized officer				
Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 HAI VAN TRAN					
Facsimile No. (703) 305-3230 Telephone No. (703) 308-0000					

NOTES TO FORM PCT/ISA/220

These Notes are intended to give the basic instructions concerning the filing of amendments under Article 19. The Notes are based on the requirements of the Patent Cooperation Treaty and of the Regulations and the Administrative Instructions under that Treaty. In case of discrepancy between these Notes and those requirements, the latter are applicable. For more detailed information, see also the PCT Applicant's Guide, a publication of WIPO.

In these Notes, "Article", "Rule" and "Section" refer to the provisions of the PCT, the PCT Regulations and the PCT Administrative Instructions, respectively.

INSTRUCTIONS CONCERNING AMENDMENTS UNDER ARTICLE 19

The applicant has, after having received the international search report, one opportunity to amend the claims of the international application. It should however be emphasized that, since all parts of the international application (claims, description and drawings) may be amended during the international preliminary examination procedure, there is usually no need to file amendments of the claims under Article 19 except where, e.g. the applicant wants the latter to be published for the purposes of provisional protection or has another reason for amending the claims before international publication. Furthermore, it should be emphasized that provisional protection is available in some States only.

What parts of the international application may be amended?

The claims only.

The description and the drawings may only be amended during international preliminary examination under Chapter IL

When? Within 2 months from the date of transmittal of the international search report or 16 months from the priority date, whichever time limit expires later. It should be noted, however, that the amendments will be considered as having been received on time if they are secrived by the international Bureau after the expiration of the applicable time limit but before the completion of the technical preparations for international publication (Rule 46.1).

Where not to file the amendments?

The amendments may only be filed with the International Bureau and not with the receiving Office or the International Searching Authority (Rule 46.2).

Where a demand for international preliminary examination has been/a filed, see below.

How? Either by cancelling one or more entire claims, by adding one or more new claims or by amending the text of one or more of the claims as filed.

A suplement short must be submitted for each short of the claims which, on account of an amendment or amendment, differs from the short originally filed.

All the claims appearing on a replacement sheet must be numbered in Arabic numerals. Where a claim is cancelled, no renumbering of the other claims is required. In all cases where claims are renumbered, they must be renumbered consecutively (Administrative Instructions, Section 205(b)).

What documents must/may accompany the amendments?

Letter (Section 205(b)):

The amendments must be submitted with a letter.

The letter will not be published with the international application and the amended claims. It should not be confounded with the "Statement under Article 19(1)" (see below, under "Statement under Article 19(1)").

The letter must indicate the differences between the claims as filed and the claims as amended. It must, in particular, indicate, in connection with each claim appearing in the international application (it being understood that identical indications concerning several claims may be grouped), whether

- (i) the claim is unchanged;
- (ii) the claim is cancelled;
- (iii) the claim is new;
- (iv) the claim replaces one or more claims as filed;
- (v) the claim is the result of the division of a claim as filed.